

**AGING & DISABILITY RESOURCE CENTER OF THE NORTHWOODS -  
PROGRAM EVALUATION COMMITTEE**  
**Thursday, September 19, 2013 – 10:00 A.M.**  
**100 West Keenan Street, Rhineland, Wisconsin**

**Members Present:** Bix, Gresser, Hammer, Kortenhof, Price (via cell phone)

**Members Absent:** None

**Call Meeting to Order:** Chair Hammer called the meeting to order at 10:00 A.M. Price attended via cell phone. Also present was Pam Parkkila, Regional Manager, Aging & Disability Resource Center of the Northwoods (ADRC-NW).

**Approval of the Agenda:** Kortenhof moved to approve the agenda with nine items; Gresser seconded. All Ayes. Motion Carried.

**Approval of the Minutes of the September 11, 2013 Program Evaluation Committee Meeting:** Gresser moved to approve the minutes of the September 11, 2013 Program Evaluation Committee meeting. Kortenhof seconded. All Ayes. Motion Carried.

**Move to Closed Session under Section 19.85 (1) (e) to Consider Competitive Marketing Proposals:** Bix moved to go into Close Session under Section 19.85(1) (e) to consider competitive marketing proposals; Gresser seconded. Roll Call: Bix – Yes; Gresser – Yes; Hammer – Yes; Kortenhof – Yes; Price – Yes. Yes – 5; No – 0. Motion Carried. The Committee went into close session at 10:07 A.M.

**Move into Open Session to Consider Any Matters from Closed Session:** Bix moved to go into Open Session; Gresser seconded. All Ayes. The Committee returned to Open Session at 10:36 A.M. Bix moved to recommend to the ADRC-NW Board of Directors that it choose Kinziegreen as the marketing consultant. Gresser seconded. All Ayes. Motion Carried. It was decided to further recommend to the Board that the ADRC-NW coordinate with the State of Wisconsin on marketing plan strategies and to incorporate marketing ideas in our strategic planning session on October 7, 2013.

**Future Agenda Items:** Further work on the marketing plan

**Set Next Program Evaluation Committee Meeting Date & Place:** Further meetings of the Program Evaluation Committee will be at the call of the Chair.

**Adjournment:** With no further business, Bix moved to adjourn; Price seconded. All Ayes. The meeting was adjourned at 10:39 A.M.

**Handouts:** Minutes of the September 11, 2013 Program Evaluation Committee meeting.